

Ahmed Ayad Ahmed

UX/UI Designer | Product Designer | Front End Web Developer

Excellent problem solver with an ability to learn & adapt quickly. Motivated by helping other people, I am responsible, trustworthy, and come with a sense of humour. I love working under pressure because it helps me to grow faster.

Portfolio: www.alkheerow.com, [My Behance](#) & [My Dribbble](#)

EXPERIENCES

GreenMusk, USA, Chicago — Lead UX/UI designer

Aug 2021 - PRESENT

- Drove the market research, interviews, and initial designs for developers in 15 days.
- Building a platform depending entirely on Apple human interface guidelines.
- Driving the team around building a Cyclical design system for all platforms.

World News Network, UK, London — Senior Product Designer

Aug 2021 - Nov 2021

- Built the internal app chart flows and road map in 7 days.
- Took over the UX research to validate the idea and made it to life with a fully prototyped aspect.
- Redesigning a property platform to solve a major issue in UK real estate and building a centralized design system to not reinvent the wheel for developers in every project.

CodeSphere, Germany — Interim UX Lead

Aug 2021 - Nov 2021

- Leading the UX part, User Testing research, and managing a team of 6 people.
- Implementing A/B testing, research spikes, UX tracking for each funnel, yearly budget, design process, design document, started the design system.
- Increased the IDE signups by 35% after launching the new website and sign up module.

MagPie, NYC, USA — Part-Time UX/UI Designer & QC Engineer

May 2021 - Sep 2021

- Redesigning the Customer Experience for the product to align with the product target and goals according to the user testing data to get the first round of funding
- Establishing a platform for enabling digital assets to be sold and brought where it also enables you to track your asset values.
- Worked alongside +5 team as product team to build the brand picture, voice, goals, and feels and have it consistent alongside the UI design also contributing in managing the developers' team in order to align expectation with reality.

Volls Technology AB, Sweden — Lead UX/UI Designer

Nov 2020 - July 2021

- Established a design team to ensure the design of multiple products, iteration, and building of multi vendors E-commerce platforms depending on data-driven decisions.
- Responsible for building the B2B platforms, Tablets, and mobiles.
- Built the whole design system across all their platforms with full documentation for the development team.
- Designed an internal accounting system that works with multi companies

Co-Organizer, Google Developer Groups — Volunteer Coordinator & Presenter Designer

Oct 2020 - PRESENT

- Co-Organized DevFest 2020 with multiple speeches about designs.
- Increased the social media presence by 400%, Presented a talk about UX design, and held the whole event presenting & coordinating with +200 attendees

Continent: Middle East

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SKILLS

- Adobe XD (Expert)
- Figma (Expert)
- Sketch
- Prototyping
- UX research
- Wireframing
- HTML/ CSS
- React
- Webflow
- SEO - Web analytics
- AutoCAD
- SAFE program
- Civil 3D
- Adobe Suite
- Human-Centered Design
- Microsoft Office

LANGUAGES

- Arabic (Mother Tongue)
- English (Fluent)
- Kurdish (Intermediate)
- Turkish (Elementary)

Consultant, Internet — UX/UI Designer For Apps & Website

July 2017 - April 2021

- Clients from Saudi Arabia, Jordan, UAE, Iraq, Pakistan and Turkey.
- Established 12 full apps designs and 5 websites.
- Mentored 3 junior-level UX/UI Designers.
- I study every user story to come up with the best user experience for the user in the app/website and do all the UX testing.
- Managed the development phase of 3 apps which I designed with developers.

Consultant, Internet — Front End Web Developer

April 2020 - April 2021

- Built 16 websites, 7 were personal and the other 5 were for clients from different countries, 2 of them are a portfolio, 3 are app landing, one of them is for Erbil Buses.
- Making responsive designs webs also been building maps in websites and locations for Erbil buses where the Tech stack utilized in this are GeoJson, locating points, drawing on maps, finding the route on a map, and showing related routes of a search using the Reach JS.

Smartangle Group, Duhok — Sales & Project Manager

October 2017 - August 2020

- Smartangle is a software company for developing apps and websites as well as teaching programming.
- Scaled the team from 2 to +30 global employees.
- Sold over 300,000\$ and managed +20 projects & oversaw 5 courses.

EDUCATION

UX/UI Flatiron School Bootcamp (Top of online schools)

Jan 2021 - May 2021

- Degree From Flatiron School for UX/UI Bootcamp provided by Re:Coded
- I've learned all the essential needs for providing a great user experience with a beautiful user interface.
- Intense 4 months Bootcamp, went through all UX research, contemplative analysis, ideation, mood boards, app map, paper wireframing, UX design, UI design, prototyping, testing, and iterations, keeping the design thinking process in mind.
- Resulted in two whole app designs built from ideation to prototype and showcase.

Re:Coded Bootcamp, Erbil — Front End Web Development

April 2020 - September 2020

- Degree From Flatiron School
- Learned Html, CSS, JavaScript, and React.
- We were depending on the Flatiron School curriculum to study which is one of the best schools for programming in the world.
- We had so much fun and learned, also attended 320 Hours in 37 classes and you all did 6 projects together..the graduation project was about taking a bus using maps on the web using react.

University Of Duhok, Duhok — BSc. Civil Engineering

Nov 2016 - June 2019

- Ranked 2nd in my department.
- The best time for me was during university, I learned, got perspective, and had fun.

CERTIFICATIONS & COURSES

- Impact Hackathon, UI/UX Designer, App for Onaranlar Kulübü . 2020

- Flatiron School, Front End Web Development, studied HTML, CSS, JavaScript, and react. 2020

- Flutter Hackathon, Designer, 5 days Hackathon was held online for flutter programming language. 2020

- Japan Hackathon, Designer 3 days tech hackathon for startups. 2020

- Front End Web Bootcamp, 5 months Bootcamp, attended 320 hours in 37 classes and did 6 projects. 2020

- HachkaSuly, Marketer, 3 days tech hachthone. 2019

- Five One Labs, Entrepreneur, 1-month entrepreneurship accelerator, Won 2nd place.2019

- Tech 4 Peace, Participant, 3 days workshops for peace. 2019

- TEDxDuhok, a Social media content creator, increased the likes to be 7,000by only one event in 2017

- INNO4DEV, Participant, 4 days entrepreneurship program. 2017

- INPO ITG, Short Film, 2nd place for creative videos. 2015

- Iraq National Project Olympiad, Smart Umbrella 3rd place for a smart umbrella project. 2014

- Young Communicators exam, English Exam, 3rd place in Iraq with 5 other students. 2014

- Iraqi young leader exchange program, living 30 days in the USA and learning leadership. 2012

PROJECTS

Fixed App — *Designer & Project Manager* (www.fixed-app.com)

- A platform that provides all types of car services for individuals.
- I designed the application from the ideation stage, developed the UX then designed the UI & built the website.

Jayeek — *CTO & Co-Founder* (<https://jayeek.netlify.app>)

- Unique on-demand experience provides a true order for anything from anywhere experience at the cheapest price.
- Designed the application from the ideation stage, developed the UX & designed the UI.
- Currently managing the programming phase remotely
- Currently available on AppStore (<https://apple.co/3ubLIUD>)

REFERENCES

PROVIDED UPON REQUEST